


**New Jersey Public Broadcasting Authority  
Board of Commissioners Meeting**

July 26, 2007, 4:00 p.m.  
NJN Board room, Newark, NJ

MINUTES

Patricia Costante, First Vice Chair, presiding for Scott A. Kobler, Esq.  
NJPBA Two Hundred Thirty Fourth Meeting

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The Annual Meeting of the New Jersey Public Broadcasting Authority Board of Commissioners was held July 26, 2007 at 4:00 p.m. The meeting was held in the NJN Board room in Newark, NJ. Ms. Costante called the meeting to order. In accordance with the provisions of the Open Public Meetings law of the State of New Jersey, notice of this meeting was filed with the Office of the Secretary of State, posted on the appropriate bulletin boards maintained for such purposes by the Authority, and distributed by press release to two newspapers in New Jersey. Notice was made ten days in advance of this meeting.

Ms. Costante requested a formal roll call, and a quorum was confirmed. Commissioners participating included Patricia Costante, First Vice Chair; Stephanie Hoopes Halpin, Treasurer; Gale Grossman; Dr. Steven Fiske; Chris Donnelly, Department of Community Affairs (on behalf of Acting Commissioner of Community Affairs Charles A. Richman) via telephone; Dale Schmid, Visual and Arts Coordinator, Department of Education (on behalf of Commissioner Lucille Davy); Robert Smartt, Deputy State Treasurer (on behalf of State Treasurer Bradley Abelow) via telephone; David Wald, Director of Communications, Office of the Attorney General (on behalf of Attorney General Anne Milgram) via telephone. Also participating were Elizabeth Christopherson, Executive Director, NJN; David Balaban, Deputy Attorney General; Becky Corbin, Director of Development, NJN Foundation; Robert Prindible, Deputy Executive Director for Finance and Administration, NJN; Bill Schnorbus, Deputy Executive Director of Engineering, NJN; Janice Selinger, Deputy Executive Director for Production, NJN; Robert Shane, Assistant Counsel, Office of the Governor; and Ronnie Weyl, Senior Vice President, Public Affairs, NJN Foundation.

Ms. Costante next asked for any comments on the minutes from the May 31, 2007 meeting. There were no comments, and Ms. Costante asked for a motion to approve the minutes. The motion was made by David Wald and seconded by Stephanie Hoopes Halpin. The motion carried unanimously. Dale Schmid and Dr. Steven Fiske abstained from voting.

Ms. Costante began her report noting that she was presiding in Scott Kobler's absence as he attended to a family emergency. She then asked for the re-adoption of the CPB Statement of Principles of Editorial Integrity.

It read: "Be it resolved, that the Board of Commissioners of the New Jersey Public Broadcasting Authority readopts the CPB Statement of Principles of Editorial Integrity in Public Broadcasting." The motion was made by Dr. Steven Fiske and seconded by Stephanie Hoopes Halpin. The motion carried unanimously.

Ms. Costante presented two resolutions recognizing two NJN staff - - Barbara Dempsey and Len Gricco - - both who recently retired and together worked at NJN for more than 70 years.

**WHEREAS**, Barbara Dempsey, Program Manager, has brought pride, good will, and new friends to NJN since its earliest days as the State's public television station;

**WHEREAS**, Dempsey has contributed to NJN's Programming Department for 34 years, ensuring quality programming schedules;

**WHEREAS**, Dempsey was the programmer who supported NJN's education mission, she acted as liaison with community colleges and supported their education mission by selecting and scheduling appropriate college courses to be broadcast on NJN;

**WHEREAS**, Dempsey organized and grew NJN's Reading Rainbow contest for young artists and writers from a humble start to a very popular event with teachers, parents, children and NJN stakeholders;

**WHEREAS**, Dempsey was a critical evaluator of how-to and lifestyle programs for NJN and built a solid performance for this content on NJN.

**WE, THEREFORE, RESOLVE**, on this twenty-sixth day of July, two thousand seven,

To congratulate Barbara Dempsey for her 34 years of dedicated service to NJN Public Television and Radio, and to extend our best wishes on the occasion of her retirement.

**WHEREAS**, Len Gricco, Television Maintenance Engineer, has brought pride and good will since NJN's earliest days as the State's public television station;

**WHEREAS**, Len Gricco has contributed to NJN's Engineering Department for 37 years, ensuring quality transmission of NJN programming to thousands of homes throughout New Jersey and beyond;

**WHEREAS**, during his tenure with NJN, he has applied his skills and talents to a multitude of tasks including television operations, engineering and maintenance to the NJN Public Television Engineering Department, ensuring quality production standards of NJN programming;

**WHEREAS**, his tireless efforts to provide skills and talents to a multitude of tasks including the maintenance and operation of NJN's Trenton and Newark studios and remote broadcasts of any kind – from State of the State addresses and election coverage, to local sports programs;

**WHEREAS**, his tireless commitment to a high standard of broadcast quality has allowed NJN viewers to enjoy news and creative programming at its best;

**WHEREAS**, his humor, happy disposition and friendship has always been welcome and put a smile on his fellow co-workers while often brightening the day at NJN;

**WHEREAS**, Lenny is a true man of honor and if the world was full of more people like him, the world would be a better place;

**WE, THEREFORE, RESOLVE**, on this twenty-sixth day of July, two thousand seven,

To congratulate Len Gricco for his 37 years of dedicated service to NJN Public Television and Radio, and to extend our best wishes on the occasion of his retirement.

The motions were made by Dr. Steven Fiske and seconded by Stephanie Hoopes Halpin. The motion carried unanimously.

Ms. Costante asked for a motion to move the meeting into Executive Session to which the general public is not admitted, to discuss and, if necessary, to act upon pending and/or anticipated legal, personnel, and contractual matters. Such discussions may be disclosed to the public when such disclosures may be made without adversely affecting the Authority's pending and/or anticipated legal, personnel, and contractual matters.

The motion was made by Dr. Steven Fiske and seconded by Stephanie Hoopes Halpin. The motion carried unanimously to move into Executive Session.

Following discussion and action on the Executive Session agenda, the motion was made by Stephanie Hoopes Halpin and seconded by Gale Grossman to move out of Executive Session.

Ms. Costante noted that NJN's FY 08 state appropriation for operational support remained stable - which is the good news. However, she reminded members of the 14% reduction in operational support, along with increased expenses and reductions in other areas have resulted in a \$1.6 million funding gap this year.

Ms. Costante also noted that Scott Kobler has been in touch with Matt Boxer and other members of the Administration to arrange for a meeting with Governor Corzine and to discuss NJN's case for public support and to clarify where the Administration stands regarding future funding for NJN.

Bob Friant from Public Strategies Impact was then introduced by Patricia Costante to report on the State's fiscal climate and what we can expect from Public Strategies Impact this coming year. Mr. Friant reported that the outlook for State support was uncertain given the State's fiscal challenges.

## **Scorecard Review**

### **Strategic Goal I: To advance NJN's mission and vision as advocates and stewards of public television.**

Ms. Costante then asked Ms. Halpin for the Treasurer's report. Ms. Halpin referenced the income statement and 2007 forecast that include all year-end entries. She noted that the 2008 budget is balanced with a \$1,100,000 supplemental grant from the NJN Foundation if necessary.

Ms. Halpin reviewed two resolutions for consideration by the Commissioners for FY 2008, and noted that FY 2007 was a difficult year to budget owing to the funding gap of \$1,600,000, which was closed by utilizing roll-forward funds. There were no reductions in FTE's or services in FY 2007.

Ms. Halpin added that in FY 2008, the Authority not only faces increased costs relating to mandatory salary increases, utility increases and other costs, but also has the \$1,600,000 funding gap. The budget for FY 2008 includes a reduction of approximately \$500,000 in expenses, without a reduction in FTE's or any significant reduction in program services. The budget also includes a Foundation FY 2008 Supplemental Grant of an amount as much as \$1,100,000. The Foundation approved this one-time grant, stating that it would provide up to the \$1,100,000 in funding to the Authority on an "if needed" basis.

The Authority continues to work with the State to identify funds that could close the funding gap for the Authority, as well as to work with the Foundation Board and staff to increase private sector support. Ms. Halpin then offered the following resolutions:

### **Fiscal Year 2008 Budget Resolutions**

Be it resolved, that the Board of Commissioners of the New Jersey Public Broadcasting Authority adopts the operating budget totaling \$19,317,000 as submitted on the above for FY 2008.

The motion was made by Gale Grossman and seconded by Dr. Steven Fiske to accept the resolution. The motion carried unanimously.

Be it resolved, that the Board of Commissioners of the New Jersey Public Broadcasting Authority recommends to the Trustees of the Foundation for New Jersey Public Broadcasting, Inc., that the Foundation's FY 2008 Budget include a general grant to the Authority of \$750,000; a Supplemental Grant up to \$1,100,000 (as needed); General Underwriting of \$1,800,000 and \$1,385,000 for Project Underwriting. These grants are to be used for the purpose of supporting NJN's programs, productions, and operations.

The motion was made by Dr. Steven Fiske and seconded by Gale Grossman. The motion carried unanimously.

### **FY08 Capital Equipment Repair and Replacement Budget**

Be it resolved, that the Board of Commissioners of the New Jersey Public Broadcasting Authority adopts the NJN Capital Repair and Replacement Budget for FY08 as submitted, totaling \$1,300,000.

The motion was made by Dale Schmid and seconded by Patricia Costante. The motion carried unanimously.

Ms. Costante then turned to Bob Smartt who provided the Nominating Committee Report in Gabriella E. Morris' absence. Mr. Smartt thanked Gabriella Morris for her leadership of this Committee and noted that Dr. Steven Fiske did not participate in the discussion of the Second Vice Chair position.

Mr. Smartt presented the proposed slate of officers for FY08 and opened the floor for discussion. No additional nominations were made from the floor. Following the discussion and in accordance with the By-Laws of the NJPBA Board of Commissioners, the Nominating Committee presented the following resolution for approval regarding the slate of officers for Fiscal Year 2008:

Be it resolved, that the Board of Commissioners of the New Jersey Public Broadcasting Authority accepts the slate of officers for FY08 as recommended by the Nominating Committee. The slate is as follows:

- Chairman: Scott A. Kobler, Esq.
- First Vice Chair: Patricia A. Costante
- Second Vice Chair: Steven C. Fiske, M.D., FACP, FACG
- Treasurer: Stephanie Hoopes Halpin

The motion was made by Gale Grossman and seconded by Dale Schmid. The motion carried unanimously.

As Chair of the Committee on the Public Value of NJN, Ms. Costante described the key areas where NJN creates public value and engages community leaders to help better communicate NJN's impact to key stakeholders. Among the action areas members were invited to participate in NJN's Broadband Summit and to serve on a sector committee in the upcoming months to help us plan the statewide summit.

**Strategic Goal II: To serve New Jersey with Uniquely New Jersey programs and service that meet important public needs.**

Elizabeth Christopherson reported that NJN continues to develop programs to educate and inform New Jerseyans about issues important to them and to our state, covering the environment, law, health education, and the arts. The Hackensack Riverkeeper represents one example demonstrating NJN's public value by helping this group in its environmental advocacy, education and conservation programs.

New Jersey's corporate sector, private foundations and community organizations also continue to support NJN News and public affairs specials; original documentaries like Turnpike and Turning the Tide; NJN's Teacher Training Institutes; closed-captioning; video and audio streaming of live and archived NJN News and public affairs programming, and new technology distribution through pod casting, video-on-demand and mobile phones.

And even though this past year proved to be a very challenging fundraising year, especially because of the loss of business with other State agencies that also experienced reductions, NJN's underwriting department has been cited by the PBS 2007 Local Corporate Support Best Practices Study as one of the top performers of generated local/unrestricted underwriting/media sponsorship revenue.

Ms. Christopherson also noted the value of the hidden station as a multi-media resource of information and education and encouraged the members to review the quarterly management report for a more comprehensive update on the educational initiatives such as the nationally recognized Big Math for Little Kids, an initiative funded by the Edison Venture Fund, and the outreach activities for the Ken Burns PBS documentary series airing on NJN in the fall.

Ms. Christopherson then introduced senior producer Nila Aronow, who provided an update on the 25th Anniversary of State of the Arts and the recent documentary about Jerry Herman that will air nationally on PBS. A clip was then shown highlighting State of the Arts in its 25th Anniversary.

**Strategic Goal III: Complete build out of digital infrastructure.**

Ms. Christopherson reported on NJN's continued focus on meeting changing infrastructure needs. She noted that in February 2009 all television broadcasters, including NJN, will be required to relinquish their

analog channel and broadcast solely on their digital channel pursuant to a federal mandate. Not only must NJN address its aging infrastructure and equipment failures, but it must complete its digital conversion in order to operate in the digital world and deliver services to the people of New Jersey. A document explaining the impact on NJN's viewers, NJN's operations and NJN's infrastructure is currently being developed.

In consideration of time, Commissioners were encouraged to read the material distributed at the meeting that related to capital funding in FY 07. No State capital has been allocated to NJN for FY 08, and NJN management and Board members continue the effort to reach out to key stakeholders in the Administration to gain their endorsement of NJN's datacasting capabilities as a vital component of the State's emergency communications plan.

Ms. Christopherson noted that the executive director of the New Jersey Broadcasters Association sent a letter to NJ Office of Homeland Security and Preparedness Director Richard Canas; NJ State Police Director Colonel Rick Fuentes; and Captain Jerome Hatfield of the Office of Emergency Management citing his support of NJN's datacasting for emergency communications. She also noted that recent meetings have taken place with Dennis Quinn and other representatives of Homeland Security. The State Police is also engaged in discussions about including NJN in the State Emergency Communications Plan.

Other items referenced for later reading included: the meeting scheduled with Rick Fuentes, the status of DEAS, progress with Access to Emergency Alerts Advisory Committee and work with Citizens Corps on community outreach projects in time for September's National Emergency Preparedness Month.

Ms. Christopherson and Ronnie Weyl also highlighted the progress of continued work with Winning Strategies Washington (WSW) on the federal front, tracking Congressional interest and potential legislative action related to communications interoperability, the digital television transition and CJS appropriations including the \$1 billion set aside at NTIA for interoperable emergency communications. Specifically, both the House and Senate Appropriations Committees have approved funding for the NJN initiative, \$800,000 and \$200,000 respectively, but the proposed appropriations still have a long way to go before being approved by the President.

In June 2007, a digital signage project was piloted on a kiosk in one of the Gateway buildings that showcased the best of NJN and the best of New Jersey to improve the image of our state as well as be a possible source of revenue. Ms. Christopherson reported that with the leadership of Peter Coccoziello and a strong Board, the Foundation continues to explore opportunities to generate revenue.

Ms. Christopherson completed her review of the third strategic goal. As the Board has discussed throughout the year, NJN still needs \$23 million to complete its digital conversion. NJN Board members and management have continued to inform key stakeholders of NJN's aging infrastructure and the urgent need to convert to digital broadcasting. It is of great concern that capital support for NJN from the State in the near future is in question.

**Strategic Goal IV: To provide for the human resources and administrative needs to achieve goals through best practices and operational excellence.**

Ms. Christopherson noted that NJN's greatest resource is the people who work so hard to bring quality programs and services to the people of New Jersey. To provide professional development opportunities, we continue to bring industry leaders to the Network to meet with producers and staff.

She then highlighted upcoming programs and events including the screening of the Jerry Herman documentary at the Kennedy Center in Washington D.C.; The War documentary and plans for a New Jersey event; the Legacy Award reception in October honoring David Grant, President & CEO of the Geraldine R. Dodge Foundation; and the public screening of Ten Crucial Days in December. She also noted that following the first successful member trip with Burt Wolfe in the summer of 2007, a follow-up trip to Europe is scheduled for the spring of 2008.

To conclude her report, Ms. Christopherson expressed her gratitude to all of the Commissioners for their tireless efforts to help NJN meet its challenges and help NJN fulfill its public service mission.

Ms. Costante thanked Ms. Christopherson for her report and conveyed her appreciation to the entire NJN staff, and to the Commissioners. She reminded everyone that the next meeting would be on October 25, 2007 in Newark. She asked for a motion to adjourn the meeting. The motion was made by Stephanie Hoopes Halpin and seconded by Dr. Fiske.